	Docket Number (Optional) 30454-10		Application Number 09/870,201	
	Applicant(s) Charles Young			
	Filing Date 05/29/2001		Group Art Unit 2671	

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U.S. PATENT DOCUMENTS

*EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
SL		4,745,468	05/17/88	VON KOHORN	358	84	
SL		5,243,517	09/17/93	SCHMIDT et al.	364	419.2	
SL		5,855,008	12/29/98	GOLDHABER et al.	705	14	
SL		5,995,941	11/30/99	MAQUIRE et al.	705	10	
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SL		US2001/0027410 A1	10/04/2001	UEDA	705	10	

FOREIGN PATENT DOCUMENTS






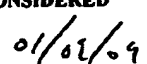
	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	Translation	
							YES	NO
SL		WO 01/18723 A2	15 MAR 01	PCT				

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

SL		Bolt, Richard A. "Conversing with Computers." Technology Review, vol. 88, Feb.-Mar. 1985, p. 34.
		Lohse, Gerald L. "Consumer Eye Movement Patterns on Yellow Pages Advertising." Journal of Advertising, vol. 26n1, Spring 1997, pp. 61-73.
		Krugman, Dean M. et al. "Do Adolescents Attend to Warnings in Cigarette Advertising?" Journal of Advertising, vol. 34n6, Nov.-Dec. 1994, pp. 39-52.
SL		Young, C. E. "Research as Teacher: A Heuristic Model for Pre-Testing TV Commercials." Advertising Research located at www.quirks.com, March 2001, pp. 22-27.

EXAMINER 	DATE CONSIDERED 01/05/01
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EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<div style="display: flex; align-items: center; justify-content: center;"> <div style="border: 1px solid black; border-radius: 50%; padding: 10px; margin-right: 10px; text-align: center;"> 01 <small>NOV 26 2001</small> </div> <div> INFORMATION DISCLOSURE CITATION <small>(Use several sheets if necessary)</small> </div> </div>		Docket Number (Optional) 30454-100	Application Number 09/870,201
		Applicant(s) Charles Young	
		RECEIVED	
		Filing Date 05/29/2001	Group Art Unit NOV 2 8 59h01
EXAMINER <small>INITIAL</small>	OTHER DOCUMENTS <small>(Including Author, Title, Date, Pertinent Pages, Etc.)</small>		
	Technology Center 2600 Young, C.E. et al. "Visual Connectedness and Persuasion." Journal of Advertising Research, March-April, 1992. Located at www.ameritest.org/education/journal/visualconnectedness.htm .		
	Young, C.E. et al. "The Visual Experience of New and Established Product Commercials." Advances in Consumer Research, vol. 18, 1997, pp. 545-549. Located at www.ameritest.net/education/journal/visualexperience.htm .		
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